



Online Resources

2012 NATIONAL HURRICANE PREPAREDNESS WEEK

Federal Emergency Management Agency (FEMA) and the National Oceanic Atmospheric Administration (NOAA) recommend using social media tools as a way to promote [National Hurricane Preparedness Week](#), May 27 – June 2, and throughout hurricane season. You can promote hurricane preparedness through your own channels, or by promoting messages posted by the FEMA or NOAA accounts. We have included some sample messages below that you can post on your own social media accounts to engage your friends/followers during Hurricane Preparedness Week. More information and ideas on how to take action and be an example can be found at www.ready.gov/hurricanes or on FEMA's official accounts at www.facebook.com/FEMA or twitter.com/FEMA and NOAA's official accounts at www.facebook.com/usnoaagov or twitter.com/usnoaagov.

FEMA and NOAA encourage adding the widget and banners below to your organization's website. The widget allows you to share preparedness directly with your website visitors. You or your web team simply need to grab our widget's embed code at fema.gov/help/widgets, add it to your site, and you're all set. The severe weather banners direct site visitors to information specific to that type of disaster. Once users are on Ready.gov, they can also access a [clickable map to find contact information](#) for state and local government agencies, where they can learn more about specific severe weather and warning and alert systems in their communities.

Widget

URL: <http://www.fema.gov/help/widgets/#1>



FEMA

Español

Are you prepared?

Know your risk: hurricanes, severe weather & all disasters

Pledge to prepare & make a plan

Forecasts: hurricanes & weather

Hurricanes cause flooding: get insured

Ready.  

FEMA Blog   

SHARE

2012 Hurricane Preparedness Week Banners

URL: <http://community.fema.gov/connect.ti/readynpm/view?objectId=196243&exp=e1>





FEMA App (smartphone app for mobile devices)

The FEMA App contains disaster safety tips, interactive lists for storing your emergency kit, emergency meeting location information, and other disaster-specific information. The app is free to download through your smart phone provider's app store on Android, Apple, and Blackberry devices.



Social Media Messages For Your Use

FEMA and NOAA will have daily blog posts and similar messages on their Facebook and Twitter accounts throughout the week.

Hashtag Suggestions: #ImAForce

Twitter and other social platform messaging

- It's National #Hurricane Preparedness Week. Learn to prepare your family & home before severe tropical weather www.ready.gov/hurricanes
- Be a *Force of Nature* - hurricane season starts June 1, pledge to get prepared at www.Ready.gov/hurricanes #ImAForce
- Hurricane season starts June 1, be a *Force of Nature* & inspire your neighbors to make a family emergency plan. www.Ready.gov/make-a-plan

- During #Hurricane Preparedness Week, share how you're getting prepared for the start of hurricane season (June 1) by using #ImAForce
- Share how you have helped your family/neighborhood/city prepare for hurricanes and tropical storms. Use #ImAForce
- It's #Hurricane Preparedness Week. Add prescription medications to your family emergency kit to ensure they won't run out after a disaster.
- You can be a *Force of Nature* in your neighborhood. Prepare for #hurricane season www.ready.gov/hurricanes & share your story w/ #ImAForce
- Hurricanes can cause extensive flooding in coastal AND inland areas. Share how you're preparing for the effects of hurricanes w/ #ImAForce
- Pledge to prepare & take the first step to ensure you & your family are ready before hurricane season starts June 1 [ready.gov/hurricanes](http://www.ready.gov/hurricanes)
- It's Hurricane Preparedness Week – add @usnoaagov a Weather Radio to your family emergency kit. Info: <http://www.nws.noaa.gov/nwr/>
- Take the first step to ensure you and your family are ready before hurricane season starts, pledge to prepare www.ready.gov/hurricanes #ImAForce
- This week (May 27- June 2) is National Hurricane Preparedness Week. Find out how to prepare for hurricanes at www.ready.gov/hurricanes
- It's National Hurricane Preparedness Week. Pledge to prepare for #hurricane season www.ready.gov/hurricanes cc: @fema @usnoaagov
- If you live in a hurricane prone state, make it a priority to prepare your family/home/business this hurricane season at www.ready.gov/hurricanes
- If you live in a #hurricane prone area, know your evacuation routes & shelters close to your home, community or workplace. #imprepared
- See if your emergency mgmt agency has email or text alerts. www.ready.gov/community-state-info. Then share w/ #ImAForce

Facebook and other social platform messages

- During Hurricane Preparedness Week, make a pledge to prepare your family, home, or business before a disaster strikes. Visit www.Ready.gov/hurricanes to learn how you can be a * Force of Nature * and lessen the impact of severe tropical weather.

- This week (Hurricane Preparedness Week), we ask families, communities and businesses to be *Force of Nature* by taking the pledge to prepare at www.ready.gov/hurricanes. Once you take the pledge, let others know by updating your status or sharing the link.
- You are a key member of the team that helps your country, your neighborhood, and your family prepare for and respond to disasters. This is Hurricane Preparedness Week and there are simple, cheap ways to make sure you and your loved ones will be better protected during severe tropical weather – even if you don’t live in a coastal area. Visit www.Ready.gov/hurricanes to learn more and share it with your Facebook friends.
- Did you know? Most hurricane deaths and damages aren’t because of winds – they happen because of flooding. Visit www.floodsmart.gov to find out if you live in a flood-prone area and how flood insurance can lessen the financial impact of a flood.
- Last year, 14 states along the East Coast were impacted by Hurricane Irene. Even if you don’t live in a coastal area, hurricanes and tropical storms can impact you and your family. Learn how to get your family, home, and business prepared at www.Ready.gov/hurricanes and make the pledge to get prepared.
- Hurricanes aren’t just powerful gusts of wind – they can produce dangerous amounts of rain & flooding, too. Learn how to protect your family, home, or business from all the potential effects of hurricanes at www.Ready.gov/hurricanes.
- NOAA Weather Radios broadcast official National Weather Service warnings, watches, forecasts and other hazard information 24 hours a day, 7 days a week. Be a force of nature and get yours today <http://www.nws.noaa.gov/nwr/>
- A few hurricane and tropical storm safety tips to share with your Facebook friends:
 - During a storm, stay away from windows & glass doors because they could shatter from high winds
 - ATMs & credit card machines may not work if the power is out; make sure you have extra cash in your emergency kit
 - Find more tips & pledge to be prepared at www.Ready.gov/hurricanes
- If a hurricane or tropical storm should threaten your area, would you know what to do? Contact your local emergency management office and find out if you live in an evacuation zone and what your evacuation route is. <http://www.ready.gov/community-state-info>
- Hurricane and tropical storm safety tip: If you have an electric garage door opener, find the manual release lever & learn how to operate it in case the power goes out. More tips at www.Ready.gov/hurricanes
- Hurricane season begins June 1. Familiarize yourself & your family with severe weather terminology:

- A hurricane warning means *one is expected* in your area. Follow evacuation orders from local officials if given
- A hurricane watch means *one is possible* in your area. Know your evacuation route & listen to local officials.

Hurricane / Tropical Storm Safety Tips:

- #safetytip: Be prepared for hurricanes, tropical storms and flooding – build an emergency kit www.ready.gov/build-a-kit #ImAForce
- #Hurricane #safetytip: A hurricane warning means *one is expected* in your area. Follow evacuation orders from local officials if given.
- #Hurricane #safetytip: A hurricane watch means *one is possible* in your area. Know your evacuation route & listen to local officials.
- #Hurricane #safetytip: During a hurricane stay indoors & away from windows and glass doors, in case they shatter. Close all curtains & blinds.
- During an extended power outage, ATMs & credit card machines may not work. Include extra \$\$ in your emergency kit. #imprepared
- #Hurricane or tropical storm #safetytip: Cover your home's windows w/ pre-cut ply wood or hurricane shutters to protect from high winds.
- #safetytip: Just six inches of fast-moving flood water can knock over an adult. Remember, turn around, don't drown www.ready.gov/hurricanes
- Know what to do before a hurricane strikes – create an emergency plan today at www.ready.gov/hurricanes & share w/ #ImAForce
- #safetytip: If you have an electric garage door opener, find the manual release lever & learn how to operate it in case the power goes out.